



Contact: Janet Zarowitz
SMA Management Systems
888.762.5989 Ext. 115
jzarowitz@sma systems.com

Ann Lamanes
Pink Elephant
888.273-7465 Ext. 295
a.lamanes@pinkelephant.com

FOR IMMEDIATE RELEASE

SMA and Pink Elephant Collaborate to Bring ITIL Best Practices to Clients

December 10, 2004 – White Plains, NY -- Pink Elephant, the world's leading IT service management education and consulting provider will be working with SMA Management Systems, a major IT service management provider, to offer clients a holistic approach to IT management best practices. The plan is for SMA and Pink Elephant to align their complementary businesses in order to improve the quality of their clients' IT services through the application of established best practices, including the ITIL framework.

"SMA consultants are recognized experts in field implementations of IT service management. With over twenty years of hands-on experience, they have their fingers on the pulse of service desks at many major companies," says Ken Wilson, VP of Business Development for Pink Elephant. "That, combined with their vast practical knowledge of service desk software tools, assessments, and metrics, makes SMA an invaluable complement to Pink Elephant's educational and consulting services for IT management best practices."

Helping clients stay "in the pink"

The cooperative venture includes joint educational events and webinars. Pink Elephant and SMA have already successfully launched a webinar program on ITIL and Service Management, which explores the current state of ITIL implementations, including emerging best practices.

-more-

“It’s one of the ways that we are helping our clients implement best practices for service delivery. It’s not only about immediate needs any longer; organizations need to consider service management as critical to their businesses and their customers,” says SMA founder Steve Dreyer. “By aligning with a global force like Pink Elephant, we are able to introduce clients to an even broader view of IT.”

People, processes and technology

As excerpted from the “industry standard” reference guide published by The IT Service Management Forum (itSMF), ITIL philosophy *“considers Service Management to consist of a number of closely related and highly integrated processes. To realize the key objectives of Service Management these processes must use the people and the products effectively, efficiently and economically in the delivery of high quality, innovative IT service aligned to business processes.”*

“SMA and Pink Elephant share the ITIL approach to Service Management. Our mutual understanding and the synergy of our approaches and methodologies make us well-paired to assist our clients with making measurable improvements to their IT Service Management systems and processes,” wraps up Dreyer.

About Pink Elephant

Pink Elephant is the world's leading IT service management conference, education and consulting provider. A global organization, Pink Elephant works with clients in the public and private sectors to improve the quality of IT services through the application of established best practices, including ITIL. *Profit Magazine* has recognized Pink Elephant as one of Canada’s fastest-growing companies for the past four years. For more information, please visit www.pinkelephant.com.

About SMA Management Systems

Since 1984, SMA Management Systems has provided help desk and customer support center solutions to Fortune 1000 corporations, small and medium-size businesses, educational institutions, government and not-for-profit organizations. SMA consultants apply their hands-on experience in building, evaluating, and managing support center operations.

SMA's services include help desk and CRM requirements analysis and assessments, customization, certified training and Crystal Report development. SMA's focus is to enhance business processes and productivity with best-in-class software products, implementation services, and ITIL-based consulting.

The company's methodologies have been recognized by the Gartner Group and published in national periodicals. SMA is certified in FrontRange ITSM, HEAT, and ITIL Foundations and Knowledge Management. SMA has been featured in *SupportWorld*, *Computer Reseller News (CRN)*, and *destinationCRM.com*, has published best practices technology white papers, and regularly presents at Help Desk Institute and itSMF events. SMA has offices in New York, Massachusetts, and across the U.S. More information on SMA is available at www.smasystems.com or call 888-762-5989.

#